

HERITAGE PRESERVATION APPLICATION SUMMARY

Property Location: 275-290 Market St
Project Name: Master Sign Plan
Prepared By: John Smoley, Ph.D., Senior City Planner, (612) 673-2830
Applicant: New History
Project Contact: Lauren Anderson
Ward: 5
Neighborhood: Sumner-Glenwood
Request: To adopt a master sign plan at 275-290 Market St in the Sumner-Glenwood neighborhood.

Required Applications:

Certificate of Appropriateness	To establish a master sign plan at 275-290 Market St in the Sumner-Glenwood neighborhood.
Historic Variance	To vary the requirements for area of signs and number of monument signs at 275-290 Market St in the Sumner-Glenwood neighborhood.

HISTORIC PROPERTY INFORMATION

Current Name	International Market Square
Historic Name	Northwestern Knitting Company/Munsingwear
Historic Address	718 Glenwood Ave
Original Construction Date	1904-1915
Original Architect	Bertrand and Chamberlain
Original Builder	John Wunder
Historic Use	Textile Mill
Current Use	Multi-family Residence, Office and Design Showrooms
Proposed Use	Multi-family Residence, Office and Design Showrooms

CLASSIFICATION

Local Historic District	N/A
Period of Significance	1900-1981

Date Application Deemed Complete	March 24, 2022	Date Extension Letter Sent	n/a
End of 60-Day Decision Period	May 23, 2022	End of 120-Day Decision Period	July 22, 2022

Criteria of Significance	<p><i>Criteria 1:</i> The property is associated with significant events or with periods that exemplify broad patterns of cultural, political, economic, or social history.</p> <p><i>Criteria 4:</i> The property embodies the distinctive characteristics of an architectural or engineering type or style, or method of construction.</p> <p><i>Criteria 6:</i> The property exemplifies works of master builders, engineers, designers, artists, craftsmen, or architects.</p>
Date of Local Designation	1984
Date of National Register Listing	1983
Applicable Design Guidelines	<p><u><i>Minneapolis Heritage Preservation Commission's Design Guidelines for On-Premise Signs and Awnings</i></u> (2003)</p> <p><u><i>The Secretary of the Interior's Standards for the Treatment of Historic Properties</i></u> (2017)</p>

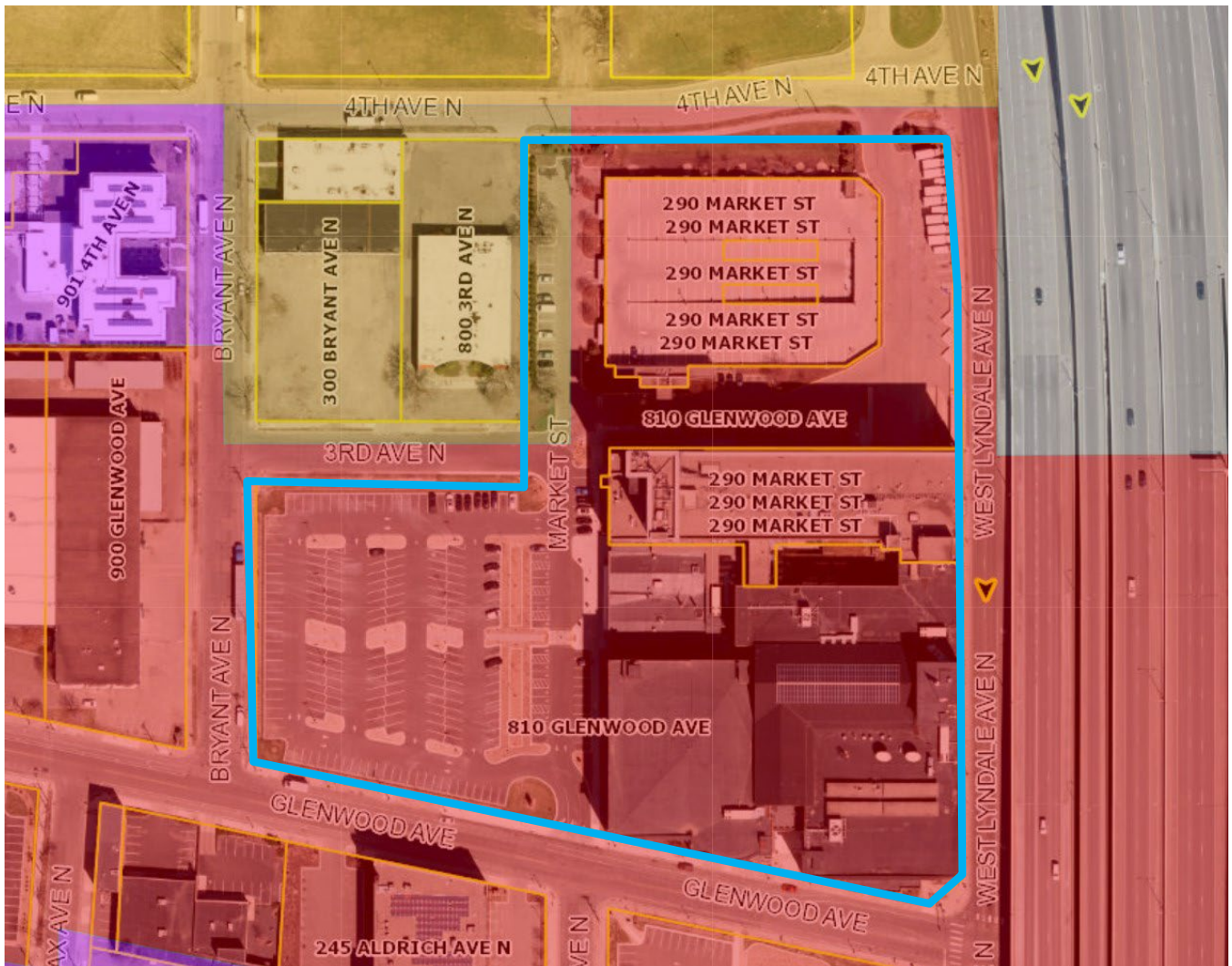
SUMMARY

BACKGROUND. The site is located along the west side of Lyndale Ave N and 1-94, between Glenwood Ave North and 4th Avenue North. The site encompasses three blocks. Aldrich Ave is not only cut off by this development, but also renamed Market St as it enters the site and dead ends at the north end of the site.

Although Minneapolis became best known for its flour and lumber milling industries during the late nineteenth and early twentieth centuries, its textile milling also deserves attention, thanks in part to the Northwestern Knitting Company, which in 1912 became the nation's leading manufacturer of underwear. Financially backed by two top millers Clinton Morrison and Charles Pillsbury, the Northwestern Knitting Company utilized strategies similar to those of the flour giants: the promotion of a single brand name, and imaginative, technological innovation. In 1888, the company's founder, George Munsing, invented a method of plating woolen fibers with silk and cotton to take the "itch" out of woolen underwear. The less bulky, single-piece undergarments patented in 1891 propelled Munsingwear to become the nation's leading producer and distributor of underwear.

The tremendous success of the Northwestern Knitting Company necessitated the need for factory expansion. Between 1904 and 1915 the site on Glenwood Avenue expanded to include five major buildings. Architects Bertrand and Chamberlain employed unifying Neoclassical Revival features such as slightly projecting cornices, fretwork friezes, and fluted Doric columns. Structurally, building #4 is significant for its early use of reinforced concrete construction methods, a technique credited with revolutionizing American building technology. The Northwestern Knitting Company continued to thrive through the twentieth century, producing Munsingwear as well as diversified products, until 1981 when a deteriorating national economy forced the factory in Minneapolis to close. Renovated in the 1980s into offices and showrooms for home furnishing companies as well as urban lofts, the building has become a leading example of adaptive reuse in Minneapolis.

The subject properties are zoned C3A/Community Activity Center District, PO/Pedestrian Oriented Overlay District, and BFT15/Transit 15 Built Form Overlay District.



APPLICANT'S PROPOSAL. The applicant seeks to establish a master sign plan to permit retention of all extant signs and add four new signs: one roof sign, one monument sign, and two wall signs.

Existing Signage

Sign	Type	Location	Area	Dimensions	Materials	Illumination	Message	Zoning Code Analysis	HPC's Sign Design Guideline Analysis
A	Monument sign(building signage)	Along Glenwood Avenue at parking lot entrance	Approx. 64 sf (each sign face)	5'-4" W x 12'-0"H	Metal	Internal	"IMS Offices Design Center Lofts 275 Market Street"	Exceeds 8' height maximum. Not permitted because existing signs attached to buildings on the same zoning lot exceed one (1) sq. ft. of signage for each one (1) ft. of primary building wall.	Exceeds maximum number of signs. Exceeds maximum (32 SF) area. Exceeds 8' height maximum.
B	Wall sign (building signage)	Building 5, west elevation at primary entrance	8 sf	4'-0" W x 2'-0" H	Metal plaque	None	"Cornerstone of the CreativeCorridor"		Exceeds maximum number of signs.
C	Wall sign (building signage)	Building 5, west elevation at primary entrance	6 sf	3'-0" W x 2'-0" H	Metal plaque	None	"275"		Exceeds maximum number of signs.

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Sign	Type	Location	Area	Dimensions	Materials	Illumination	Message	Zoning Code Analysis	HPC's Sign Design Guideline Analysis
D	Wall sign (building signage)	Building 7, south elevation of tower	192 sf	--	Painted wall sign	None	"IMS"	Exceeds 180 SF maximum size per wall sign.	Exceeds maximum number of signs and size of wall sign.
E	Wall sign (building signage)	Building 7, west elevation of tower	460 sf	--	Painted wall sign	None	"International Market Square"	Exceeds 180 SF maximum size per wall sign.	Exceeds maximum number of signs and size of wall sign.
F	Wall sign (building signage)	Building 7, south elevation of tower	144 sf	--	Painted wall sign	None	"IMS"		Exceeds maximum number of signs and size of wall sign.
G	Wall sign (building signage)	Building 7, west elevation of tower	225 sf	--	Painted wall sign	None	"IMS"	Exceeds 180 SF maximum size per wall sign.	Exceeds maximum number of signs and size of wall sign.
H	Wall sign (building signage)	Building 7, north elevation of tower	442 sf	--	Painted wall sign	None	"IMS Design Center"	Exceeds 180 SF maximum size per wall sign.	Exceeds maximum number of signs and size of wall sign.

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I	Wall sign (building signage)	Building 7, east elevation of tower	584 sf	--	Painted wall sign	None	"International Market Square"	Exceeds 180 SF maximum size per wall sign.	Exceeds maximum number of signs and size of wall sign.
J	Wall sign (building signage)	Building 1, north elevation of tower	524 sf	--	Painted wall sign	None	"International Market SquareIMS"	Exceeds 180 SF maximum size per wall sign.	Exceeds maximum number of signs and size of wall sign.
Sign	Type	Location	Area	Dimensions	Materials	Illumination	Message	Zoning Code Analysis	HPC's Sign Design Guideline Analysis
K	Wall sign (building signage)	Building 1, south elevation of tower	524 sf	--	Painted wall sign	None	"International Market SquareIMS"	Exceeds 180 SF maximum size per wall sign.	Exceeds maximum number of signs and size of wall sign.
L	See Proposed Signage table below								
M	Wall sign (building signage)	Building 4, south elevation at entrance	14 sf	22'-0" W x 8" H	Individual metal letters	None	"International Market Square"		Exceeds maximum number of signs.

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N	See Proposed Signage table below								
O	See Proposed Signage table below								
Sign	Type	Location	Area	Dimensions	Materials	Illumination	Message	Zoning Code Analysis	HPC's Sign Design Guideline Analysis
P	See Proposed Signage table below								
Q	Freestanding, two-sided directional sign	Near southeast corner of parking lot	11 sf	2'-2" W x 5'-0" H	Metal	Internal	"West Parking Lot Design Center & OfficesLofts Ramp Parkin Shipping & Receiving"		

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R	Freestanding, two-sided directional sign	At southwest corner of parking ramp	11 sf (each sign face)	2'-2" W x 5'-0" H	Metal	Internal	"Ramp Entry Loft Resident Parking Shipping & ReceivingNorth Exit"		
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Proposed Signage

Sign	Type	Location	Area	Dimensions	Materials	Illumination	Message	Zoning Code Analysis	HPC's Sign Design Guideline Analysis
L	Roof sign (tenant or building signage)	Building 6, east elevation, installed above roof line	180 sf	36'-0" W x 5'-0" H	Individual letters with aluminum cabinets and translucent faces	Internal	To Be Determined		Exceeds maximum number of signs and prohibition of roof signs.
N	Wall sign (tenant signage)	Building 4, south elevation	112 sf	4'-0" W x 28'-0" H	Aluminum frame and routed aluminum face with optional push-thru letters	Internal	To Be Determined		Exceeds maximum number of signs and size of wall sign.

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					with transluc ent faces				
O	Wall sign (tenant signage)	Building 6, east elevation	120 sf	4'-0" W x 30'-0" H	Aluminu m frame and routed aluminu m face with optional push- thru letters with transluc ent faces	Internal	To Be Determined		Exceeds maximum number of signs and size of wall sign.
P	Free- standing , two- sided leasing sign	Intersection of Glenwood Avenue and Bryant Avenue North	32 sf (each sign face)	8'-0" W x 4'- 0" H (each sign face) 5'-0' from ground to top of sign	Aluma- core panels with vinyl graphics installed on wood posts	None	To Be Deter mined (see 2/S2.0 1 for sampl e text)	Exceeds maximu m of 1 monu- ment sign per zoning lot.	Exceeds maximum number of signs.

RELATED APPROVALS.

Planning Case #	Application(s)	Description	Action (Date of Approval)
PLAN6179	Certificate of Appropriateness	To rehabilitate the building	April 27, 2018

PUBLIC COMMENTS. The North Loop Neighborhood Association submitted a letter in support of this project. Any additional correspondence received prior to the public meeting will be forwarded to the Heritage Preservation Commission for consideration.

ANALYSIS

CERTIFICATE OF APPROPRIATENESS

The Department of Community Planning and Economic Development has analyzed the application to establish a master sign plan based on the following findings:

1. *The alteration is compatible with the designation of the landmark or historic district, including the period and criteria of significance.*

The subject property is a Landmark which embodies significant textile milling history, the works of master architects Bertrand and Chamberlain, the Neoclassical Revival style of architecture, and the early use of reinforced concrete construction methods. Regardless of what changes are made to the subject property, the landmark's historical significance will remain unchanged, but proposed changes may affect its integrity (i.e., the district's ability to communicate its historical significance). The buildings constructed in this complex were historically accompanied by very large signs that far exceeded permitted signage today. While the proposal requests very large signs, the proposed signage is in keeping with signage historically in place on the buildings.

2. *The alteration will ensure the continued integrity of the landmark or historic district.*

The alteration will ensure the continued integrity of the landmark or historic district, as evidenced by retention of all seven aspects of integrity following the proposed project's completion. The applicant does not propose to change the location, design, setting, materials, or workmanship of the Munsingwear buildings. The location and size of the proposed signage resemble some of the historic signage on the building during the period of significance from 1900 to 1981, helping ensure integrity of feeling is retained.

3. *The alteration is consistent with the applicable design guidelines adopted by the commission.*

Existing signage at the property is non-historic and consists of eight (8) painted wall signs, two (2) wall plaques, one (1) wall sign composed of metal channel letters, one (1) freestanding monument sign, and two (2) freestanding directional signs. There is no tenant identification signage on the exterior of the property.

The *Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings* provide guidance for signs on Landmarks and in Historic Districts.

The following guidelines are applicable to this proposal.

Introduction to the Guidelines:

A Certificate of Appropriateness is required for sign or awning proposals that do not conform to the design guidelines. Approval generally takes one month and requires review by the HPC at its regular monthly public hearing. In determining whether to approve a Certificate of Appropriateness for a sign or awning proposal,

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the HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals.

Staff Comment: The proposed signage does not conform to the *Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings* in terms of area and number, but deviation from the *Guidelines* can be warranted in some areas due to historical precedent, as demonstrated by photographs submitted by the applicant, and the large lot area, floor area, and number of tenants inside the subject buildings, as discussed further below.

In terms of historical precedent, known historic signage at the property (as documented in historic photographs) included:

- Six (6) painted wall signs at the north, south, and west elevations of the tower at the northeast corner of Building 6 (see plan sheets H.01 and H.04) and the north, east, and west elevations of the tower at the west side of Building 7 (see plan sheets H.01 – H.03).
- Two (2) wall signs composed of individual metal letters at the east side of the south elevation of Building 4 (see plan sheets H.06 and H.07).
- One (1) vertical wall sign at the east side of the south elevation of Building 6 (see plan sheet H.08).
- Two (2) roof signs at the east elevation of Building 4 and the south elevation of Building 1 (see plan sheet H.05). These signs were present prior to the construction of Building 6 in 1910.

The applicant plans to install one vertical wall sign (N) in its historic location on the southern elevation and one vertical wall sign (O) on the eastern elevation, at the same corner where it historically existed (though it faced south). Sign N appears to be the same height as its historic counterpart, but slightly wider. Sign O appears to be well over $\frac{1}{4}$ shorter than its historic counterpart. The proposed roof sign (L) appears to possess roughly half of the area of the historic, L-shaped roof sign which stood atop the building and faced two separate directions (east and south). Allocating historical sign area in different ways, as proposed, does not appear to impair the preservation of the building.

The signs being proposed are not intended to be replicas of historic signs that once hung from the building. The proposed signs will utilize different materials and methods of illumination. The applicant proposes to light all three building-mounted signs internally. While historical photographs reveal no such illumination, historically, the Minneapolis Heritage Preservation Commission's *Design Guidelines for On-Premise Signs and Awnings* do not require new signs to utilize illumination historically present on the building in question.

These same guidelines do not limit new sign materials and styles to those that were historically used on the building in question. The applicant proposes to install signs of different materials and styles than those that existed on this building historically. Two of the three signs that existed historically appear to have been installed in manners that are very difficult to reverse on historical masonry: pin-mounting and painting, in the case of the wall signs. The new sign designs (painted aluminum, mounted through mortar joints) are far more reversible than their historical counterparts, thus staff recommends their approval. The roof sign is proposed to be comprised of channel letters mounted to a thin raceway, instead of the painted sign boards that existed historically, but the HPC's guidelines do not require restoration of historic signs, and channel letter signs were quite common during this Landmark's period of significance, thus staff recommends their approval, as proposed.

The proposal to add signage to this historic property will support the ongoing use of this property. The applicant proposes to install signage that is similar to that which historically existed on this building in a compatible and sensitive manner. Signs are proposed to be installed into the mortar joints of historic masonry, to ensure their reversibility.

1. In General

c. Number of signs: Each principal building entrance that faces a public street, or each ground floor principal use, whichever is less, is allowed two signs. A corner lot with a principal entrance on each street is allowed two signs per street frontage.

Staff Comment: While over thirty tenant spaces exist on the first floor of the subject building, only two principal building entrances exist, limiting the building to four signs total. Historical photographs show that there is precedent for additional signs. The applicant proposes to add two wall signs (N and O) and one roof sign (L), but two of the three signs are not proposed to be placed in their historic locations. The roof sign (L) originally sat further west atop one building whose height has since been increased and whose eastern wall is now encompassed by a five-story building. Installing the roof sign in its historic location would render it invisible, so the proposed roof sign location is acceptable. Installing wall sign O to face east, rather than south, requires a change to its location by only several inches, since these signs were and are positioned on the same building corner. This slight change of location is a reasonable request.

d. Location of building signs: Wherever possible, signs should be placed in traditional sign locations including the storefront sign band area. Signs should not obscure or damage architectural features including windows, doors, pilasters, columns and historic signs. Building signs should be located only on the primary façade of the building adjacent to the street and should be no higher than fourteen (14) feet, except as otherwise provided in the specific guidelines for wall signs.

Staff Comment: International Market Square (IMS) is not a traditional storefront style building. It is a former warehouse that is comprised of multiple building campaigns. The three signs proposed for the building are all higher than 14', but the applicant has demonstrated via historical photographs that they will all be placed in the approximate locations where signs of these rough sizes historically hung.

f. Installation: Sign installation should have a minimal impact on the building and to the extent practical allow the building to be returned to its original condition if the sign is removed. Existing signboards and sign frames should be reused to limit drilling new holes into masonry. Projecting signs should be attached to a permanent mounting plate. Awnings should be attached to window or door frames and should never damage masonry.

Staff Comment: The applicant proposes to install the signs through mortar joints on brick walls.

g. Illumination: Signs may be illuminated externally, internally, or by neon. Plastic face covers should not be placed on illuminated signs. All illuminated building signs should connect to a permanent mounting plate located near the entrance. Electrical conduit should be installed through the permanent mounting plate. Not more than one brick should be damaged by the installation of the permanent mounting plate. Electrical conduit and any lighting fixture should be attached to the sign and not the building wall.

Staff Comment: The applicant proposes internal illumination for the building-mounted signs, and no illumination for the proposed monument sign. All wall penetrations are slated to run through mortar joints, in compliance with these standards.

3. Sign Types Not Allowed:

b. Roof signs, unless present during the period of significance.

Staff Comment: The applicant proposes an eastward-facing roof sign on the east elevation [five stories in height] composed of individual channel letters with internal illumination. As demonstrated by photos provided by the applicant, a roof sign was present on the building during the period of significance. An L-shaped painted wood or metal panel sign approximately twice the size of the proposed sign sat farther east, when the building was only three stories tall and before the 1910, five-story addition was constructed in front of it. A restoration of the historic sign is not required by the HPC's sign guidelines; would roughly double the area of the proposed roof sign; and would place it in a location where it would not be visible from the public right of way. For these reasons, staff finds the proposed roof sign acceptable.

f. Pole signs, unless present during period of significance, or a project information sign, real estate sign, auxiliary sign or sign accessory to a parking lot.

Staff Comment: The proposed monument sign will be post-mounted, with 12" between the bottom of the sign and grade, ensuring the proposed sign does not meet the definition of a pole sign.

4. Guidelines for Specific Types of Signs

a. Wall Signs:

- i. **Location.** Wall signs should be located between the first and second floor and should not be higher than fourteen (14) feet, except where the historic sign band is higher. Wall signs should not conceal architectural features or obstruct openings.
- ii. **Size.** Wall signs should be no more than two (2) feet high and thirty-two (32) square feet in area and should not extend outward from the building more than eight (8) inches.
- iii. **Materials.** Wall signs may be constructed of wood, metal, painted fiberglass or painted plastic.
- iv. **Installation.** Wall signs should be attached to the building through the mortar joints. If illuminated, a wall sign should be placed adjacent to or over a permanent mounting plate for electrification. Electrical conduit and lighting fixtures should be attached to the top of the wall sign, and should not be attached to the building. Wall signs should not be painted directly on the surface of the building, except as part of the maintenance or restoration of an existing historic sign.

Staff Comment: The three signs proposed for the building are all higher than 14', larger than 32 square feet in area, and taller than 2' in height, but the applicant has demonstrated via historical photographs that they are comparable in size to signs that historically hung in those approximate locations. Wall signs are proposed to be attached to the facades through mortar joints on brick walls.

Many of the sign standards listed above are not specified in the master sign plan, which is common. Until specific tenants with specific signage needs occupy the building, some signage attributes will remain unknown. For this reason, staff recommends a standard condition of approval be applied to the project, requiring signs follow all standards of the *Minneapolis HPC's Design Guidelines for On-Premise Signs and Awnings* unless otherwise specified by the adopted master sign plan.

c. Ground Signs:

- i. **Location.** Ground signs should not obscure the significant architectural detail of adjacent buildings.
- ii. **Size.** Ground signs should be no more than thirty-two (32) square feet in area and should not be higher than eight (8) feet.
- iii. **Materials.** Ground signs should be constructed of materials similar to those found on the existing building or compatible with the existing building. Acceptable materials include brick, stone, stucco, metal or wood.

Staff Comment: The proposed ground sign meets these standards, being comprised of two 8'x4' alumacore panels mounted on posts set 12" above grade for a total sign height of 5' and placed at the far southwestern corner of this zoning lot, distant from the historic building.

4. *The alteration is consistent with the applicable recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

Staff Comment: The following rehabilitation guidelines of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* apply:

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Staff Comment: The applicant has demonstrated via historical photographs that the proposed wall and roof signs will be placed in the historical sign bands on this building, where signs of these rough sizes once hung. Utilizing different materials and methods of illumination than signs in those locations historically possessed, the applicant's design will ensure the signs remain compatible yet differentiated from their historic counterparts. The applicant proposes to install the signs in a reversible manner, utilizing mortar joints as attachment points for signs and as the locations where electrical conduit shall pass through historic masonry walls. Although very large signs are proposed, the walls of this twelve-story building are also very large. The proposed sign design, method of attachment, and area will ensure this property retains integrity if the signs are installed.

5. *The alteration is consistent with the spirit and intent of the preservation ordinance, the applicable policies of the comprehensive plan, and the applicable preservation policies in small area plans adopted by the city council.*

The following policies and action steps from Minneapolis 2040 (2020) apply to the proposed project:

Policy 93. Stewarding Historic Properties: Preserve, maintain and encourage the adaptive reuse of historic districts, landmarks, and historic resources, especially in locations that historically have experienced disinvestment.

- a. Protect historic resources from alterations that are not sensitive to their historic significance.
- c. Encourage new development to retain historic resources, including landscapes, integrating them into the development rather than removing them.
- k. Encourage property owners and developers to consider historic resources early in the development review process by promoting preliminary review and early consultation with preservation staff.
- m. Explore strategies to recognize and steward historic resources while encouraging continued evolution of the city fabric.

Staff Comment: The proposal to add signage to this historic property will support the adaptive reuse of this property. The project will install signage that is similar to that which historically existed on this building in a compatible and sensitive manner.

HISTORIC VARIANCE

The Department of Community Planning and Economic Development has analyzed the application to vary the requirements for area and number of monument signs attached to the buildings at 275-290 Market St based on the following findings:

1. *The variance is compatible with the preservation of the property and with other properties in the area.*

The applicant seeks a variance to exceed the maximum number of monument signs on the building, which the Zoning Code limits to one. The applicant also seeks a variance to exceed the requirements for area of signs on the eastern and southern facades. With more than 300,000 square feet of floor area inside the building and

more than 88 commercial tenants, additional signage will help identify the building for patrons who wish to spend money onsite, ensuring tenants can pay rent to the property owner who will use this income to maintain this historic property. The massive wall area on each side of the building, which reaches twelve stories in places, will ensure the excess building-mounted sign area does not dominate the facades and will permit ample views of this historic architecture.

The variance will also permit a second monument sign onsite. While the proposed sign meets the definition of a real estate sign, which is permitted onsite with one monument sign, the Zoning Code limits the posting of real estate signs to 60 days. While appropriate on small buildings with high occupancy rates, this standard is incompatible with the preservation of a property with 88 tenants, where vacancies are far more likely. Permitting a second monument sign onsite will help owners keep occupancy rates high in this large commercial building, ensuring a steady flow of income to preserve the property.

2. *The variance is necessary to alleviate practical difficulties due to special conditions or circumstances unique to the property and not created by the applicant.*

Signs are subject to the requirements of Chapter 543, On-Premise Signs, of the Minneapolis Zoning Code. The subject properties are zoned C3A/Community Activity Center District, PO/Pedestrian Oriented Overlay District, and BFT15/Transit 15 Built Form Overlay District. In the C3A/Community Activity Center District one monument sign up to 80 square feet in area and 8 feet in height is permitted. The subject property currently has one 64 square foot monument sign which exceeds the height maximum by 4 feet.

In the C3A/Community Activity Center District the maximum area of building-mounted signage is one square foot of building-mounted signage for every one foot of primary building wall on zoning lots with a monument sign, such as the subject property. While no wall sign height maximum exists, the subject property already has more building-mounted signage area than is permitted by the Zoning Code.

On the south elevation, the Zoning Code permits 340 square feet of signage, where 874 square feet already exists. An additional 112 square foot internally illuminated wall sign is proposed. This sign would be permitted by the Zoning Code were it not for the extensive signage already existing on this primary building wall.

On the east elevation, the Zoning Code permits 408 square feet of signage, where 584 square feet already exists. An additional 120 square foot internally illuminated wall sign and a 180 square foot internally illuminated channel-letter roof sign are proposed. These two signs would be permitted by the Zoning Code were it not for the extensive signage already existing on this primary building wall.

On the north elevation, the Zoning Code permits 340 square feet of signage, where 966 square feet already exists, but no additional signage is proposed.

On the west elevation, the Zoning Code permits 366 square feet of signage, where 699 square feet already exists, but no additional signage is proposed.

Granting the requested variances will help alleviate practical difficulties due to circumstances unique to the property not created by the applicant. The zoning lot in question is very large. With the demolition of the Shoreham Yards Roundhouse in 2019, the subject property appears to possess the largest zoning lot (roughly 306,000 square feet) of any Minneapolis Landmark, with the possible exception of publicly owned park properties, whose identification needs are substantially different. Limiting zoning lots to one monument sign, regardless of their area, creates practical difficulties for extremely large lots like the one in question. The owner intends to install the proposed monument sign at the far southwestern corner of the property to advertise vacant tenant spaces available for rental inside the historic buildings, which currently possess 88 tenants.

The building's area, which exceeds 300,000 square feet distributed over twelve floors, creates practical difficulties in complying with the Zoning Code's building-mounted sign area maximums as well. Permitted building-mounted signage is calculated using a linear measurement: primary building wall. Primary building wall is defined by the Zoning Code as an exterior building wall that faces a street or public pathway, or an exterior building wall that faces an on-site accessory parking area. In the C3A zoning district, the Zoning Code permits one square foot of signage for every one foot of primary building wall, regardless of how many stories of floor area a building possesses, meaning that one-story buildings are allocated the same amount of signage as multi-story buildings. Abiding by the Zoning Code's signage area limitations creates practical difficulties for massive sets of buildings that have commercial tenants on multiple floors, like the subject property.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the Heritage Preservation Commission adopt staff findings for the application(s) by New History for the properties located at 275-290 Market St:

A. Certificate of Appropriateness.

Recommended motion: The Heritage Preservation Commission **approves** the certificate of appropriateness to establish a master sign plan, subject to the following conditions:

1. Any future signs shall follow all standards of the Minneapolis HPC's *Design Guidelines for On-Premise Signs and Awnings* unless otherwise specified by the adopted master sign plan.
2. By ordinance, approvals are valid for a period of two years from the date of the decision unless required permits are obtained and the action approved is substantially begun and proceeds in a continuous basis toward completion. Upon written request and for good cause, the planning director may grant up to a one-year extension if the request is made in writing no later than May 4, 2024.
3. By ordinance, all approvals granted in this certificate of appropriateness shall remain in effect as long as all of the conditions and guarantees of such approvals are observed. Failure to comply with such conditions and guarantees shall constitute a violation of this certificate of appropriateness and may result in termination of the approval.

B. Historic Variance.

Recommended motion: The Heritage Preservation Commission **approves** the historic variance to vary the requirements for area of signs and number of monument signs at 275-290 Market St.

ATTACHMENTS

1. Oblique aerial photo
2. Written description and findings submitted by applicant
3. Existing photos of the property
4. Historical photos of the property
5. Master sign plan
6. Public comments



Oblique Aerial Photo of 275-290 Market St, Spring 2018, courtesy of Hennepin County Aerials

NEW HISTORY

Date: February 22, 2022
Revised March 24, 2022

To: John Smoley, PhD, Senior City Planner
City of Minneapolis – Community Planning and Economic Development – Land Use,
Design and Preservation
Public Service Building
505 Fourth Ave. S., #320
Minneapolis, MN 55415

CC: Lisa Peterson, Eagle Ridge Partners (on behalf of Market Ridge LLC)

Re: Application for Certificate of Appropriateness and Historic Variances
International Market Square
(Historic Northwestern Knitting Company/Munsingwear Plant)
275 Market Street
Minneapolis, MN 55405

By: Lauren Anderson, New History, anderson@newhistory.com

Dear Dr. Smoley:

On behalf of Market Ridge LLC, please find the enclosed application and supporting materials for a Certificate of Appropriateness and Historic Variances for a master sign plan proposed at the International Market Square (IMS) per Section 599.160 of the Minneapolis Code of Ordinances. The purposes of this letter are to provide a summary of recent preservation applications, a description of the project, and applicable findings. In addition, the following items are also enclosed:

1. Application Worksheet and continuation sheet
2. Letter from the property owner authorizing the submission of this application
3. Maps and list of property owners provided by Hennepin County Taxpayer Services Division
4. Copy of the letters sent to the applicable neighborhood groups and City Council Member's Office
5. Historic and current photos of the property
6. Master Sign Plan Table
7. Map showing parcel boundaries (courtesy of Hennepin County)
8. International Market Square Sign Plan, including scaled and dimensioned elevations, site plan, and details of proposed new signage (prepared by Sperides Reiners Architects, dated 3/23/22)



1.0 Introduction

International Market Square (historically known as the Northwestern Knitting Company/Munsingwear Plant) is a complex of five interconnected buildings constructed between 1904 and 1915 and an atrium added in the 1980s. The property is designated as a local landmark, with a period of significance of 1904 – 1981, and is also listed in the National Register of Historic Places. As a local landmark, the proposed work is subject to the regulations of Title 23, Chapter 599, Heritage Preservation, of the City of Minneapolis Code of Ordinances.

This written application follows a pre-application meeting with John Smoley that took place on December 16, 2021. Our understanding of required historic variances are based on email communication with city planner Leah Dawkins on February 16, 2022 and March 16, 2022.

2.0 Certificate of Appropriateness

Statement of Proposed Use and Description of the Project

The purpose of this application is to establish a master sign plan for International Market Square, which will allow for new tenant identification signage and will streamline future signage approvals for the property as stipulated in the *Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings*. This master sign plan addresses signage types, locations, size, materials, method of installation, and illumination.

Existing signage at the property is non-historic and consists of eight (8) painted wall signs, two (2) wall plaques, one (1) wall sign composed of metal channel letters, one (1) freestanding monument sign, and two (2) freestanding directional signs. There is no tenant identification signage at the property.

Known historic signage at the property (as documented in historic photographs) included:

- Six (6) painted wall signs at the north, south, and west elevations of the tower at the northeast corner of Building 6 (see H.01 and H.04) and the north, east, and west elevations of the tower at the west side of Building 7 (see H.01 – H.03).
- Two (2) wall signs composed of individual metal letters at the east side of the south elevation of Building 4 (see H.06 and H.07)
- One (1) vertical wall sign at the east side of the south elevation of Building 6 (see H.08)
- Two (2) roof signs at the east elevation of Building 4 and the south elevation of Building 1 (see H.05). These signs were present prior to the construction of Building 6 in 1910.

The overall treatment outlined in the master sign plan is “rehabilitation”, which includes the following scope of work (see attached Master Sign Plan Table and IMS Sign Plan for additional information):

- **Retention of existing signage, including:**
 - Sign A: One (1) internally-illuminated monument sign along Glenwood Avenue at the entrance to the parking lot (E.07)

- Signs B and C: Two (2) small, unilluminated wall plaques at the west entrance to Building 5 (E.06)
- Signs D – K: Eight (8) painted, unilluminated wall signs on the towers at Buildings 6 and 7 (E.01 – E.05)
- Sign M: One (1) unilluminated wall sign above the south entrance to Building 4 (E.09)
- Signs Q and R: Two (2) internally-illuminated freestanding directional signs adjacent to the parking lot and parking ramp (E.13, E.14)
- **Installation of four (4) new signs, including:**
 - Roof sign L: One 36-foot-wide by 5-foot-high rooftop sign composed of internally-illuminated, individual metal letters at the east elevation of Building 6, to provide tenant identification signage visible from Interstate 94
 - Wall sign N: One 4-foot-wide by 28-foot tall, internally-illuminated, routed aluminum wall sign at the east side of the south elevation of Building 4, to provide tenant identification signage visible from Glenwood Avenue
 - Wall sign O: One 4-foot-wide by 30-foot tall, internally-illuminated, routed aluminum wall sign at the south end of the east elevation of Building 6, to provide tenant identification signage visible from Lyndale Avenue and Interstate 94
 - Real estate (leasing) sign P: One 8-foot-wide by 4-foot tall, two-sided, freestanding alumacore panel sign at the intersection of Glenwood Avenue and Bryant Avenue North, to provide information on available space for lease at the property

Written Statement of Applicable Findings

- (1) *The alteration is compatible with the designation of the landmark or historic district, including the period and criteria of significance.*

Designation Significance

International Market Square was placed on the National Register of Historic Places in 1983 and designated by the City of Minneapolis as a local historic landmark in 1984. Its period of significance is 1904 – 1981, and its areas of significance are Commerce, Engineering, Industry, and Invention.

The five existing buildings at 275 Market Street were constructed between 1904 and 1915. Three of the five were designed by notable Minneapolis architects Bertrand and Chamberlain and most contain Neoclassical Revival detailing. The complex was originally occupied by the Northwestern Knitting Company, a firm that achieved national prominence as a manufacturer of “Munsingwear” underwear. By 1915, the firm employed 1,700 employees at its Minneapolis plant. In 1919, the company changed its name to the Munsingwear Corporation. According to the property’s National Register nomination, “the Munsingwear Corporation is one of the few Minneapolis firms that achieved and maintained national prominence in its industry. During the period 1915 – 1950, Munsingwear ranked with such industrial giants as Pillsbury and Washburn-Crosby...” The company continued to occupy the factory at 275 Market Street until 1981. In the early 1980s, the complex was renovated into International Market Square, a home and commercial interior design marketplace which contains offices, showrooms, and condominiums.

Finding

The proposed master sign plan is compatible with and will continue to support the criteria of significance and the period of significance for which the local landmark was designated, as the types and locations of existing and proposed signage are in keeping with the property's industrial character and historic appearance.

- The existing non-historic signage to remain is compatible with the historic character of the building:
 - Signs A, Q and R: The existing monument and directional signs are compatible with the historic character of the property in design and materials, and their size is appropriate to the scale of the complex (see Sign Plan and E.07, E.13, and E.14).
 - Signs B and C: The existing wall plaques on the west elevation are minimal in size and compatible with the historic character of the building in design and materials (see Sign Plan and E.06).
 - Signs D – K: Historically, painted signage was present at the locations of the five largest existing painted wall signs – signs E, H, I, J, and K (see Sign Plan, H.01 – H.04, and E.01 – E.05). While not documented in historic photographs, the remaining three wall signs – signs D, F, and G – are much smaller and consistent with the historic building signage type.
 - Sign M: The existing wall sign composed of metal letters on the south elevation is near the location of a former historic sign of the same type (see Sign Plan, H.06, H.07, E.08 and E.09).
- Locations, sizes, and types of proposed new tenant signage to be installed on the building have been chosen based on photographic evidence of historic signage:
 - Roof sign L: The proposed roof sign reflects the orientation and type of historic roof signage. (see Sign Plan, H.05, E.02, E.10, and E.12).
 - Wall sign N: The proposed wall sign at this location reflects the orientation, type, and approximate size of the historic wall sign at this location (see Sign Plan, H.06, H.07, and E.08).
 - Wall sign O: Though oriented to Lyndale Avenue instead of Glenwood Avenue, the proposed new wall sign at this corner is consistent with the type and approximate size of the historic wall sign at this location (see Sign Plan, H.06, H.07, E.10 and E.11).
 - Real estate (leasing) sign P: The proposed new real estate sign is located at the far southwest corner of the property, across the parking lot from the complex. Its simple design, limited height, and location have been chosen to ensure that it will not detract from the property's historic character (see Sign Plan and E.15).

(2) The alteration will ensure the continued integrity of the landmark or historic district.

Finding

The proposed master sign plan will ensure the continued integrity of this local landmark.

- As outlined above, existing signage is compatible with the historic character and appearance of the building and does not detract from the property's integrity.
- The proposed new roof and wall signs will likewise ensure the continued integrity of IMS. The locations, sizes, types, and materials of the three new signs are based on historic precedent, allowing the property to retain integrity of design and materials. In order to protect integrity of

workmanship, new signs will not obscure historic architectural features and will be installed in a manner that avoids damage to historic masonry. Historically, the property and its signage were highly visible to the surrounding neighborhood (see photos H.01 – H.08). New signage allows the property to retain integrity of feeling and association as a prominent complex of industrial buildings in the Sumner–Glenwood neighborhood.

- The proposed leasing sign will be located on the far southwest corner of the property away from the historic complex and is simple in design; therefore, it will have a minimal impact on the property's integrity.

(3) *The alteration is consistent with the applicable design guidelines adopted by the commission.*

Applicable Design Guidelines

International Market Square is a historic landmark in the City of Minneapolis, and as such is subject to the *Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings* (“the guidelines”).

Finding

Proposed new signage will adhere to the following aspects of the guidelines:

- *Location of building signs.* Signs will be located on the building's primary façades, with height and location of installation determined based on historic precedent. Signs will not obscure or damage architectural features.
- *Color.* Sign colors and materials will be compatible with the colors of the building and its surroundings. Day-glo, light-reflecting, and fluorescent colors and materials will not be used.
- *Installation.* Sign installation will have a minimal impact on the building and allow for signs to be removed in the future. Wall signs will be attached to the building through mortar joints. The roof sign will be attached to a curb mounted to the roof membrane and decking.
- *Illumination.* Signs will be internally illuminated. At wall signs, electrical conduit will be installed through a permanent mounting plate.
- *Roof signs.* Because a roof sign was present at the property during the period of significance, the proposed new roof sign adheres to the guidelines.
- *Wall signs.* The proposed wall signs will be installed at historic sign locations. They will be constructed of metal with optional translucent-faced “push-thrus” and will not be painted directly on the surface of the building.
- *Real estate signs.* Each face of the proposed freestanding real estate (leasing) sign will be no more than 32 square feet in area and 8 feet in height. The V-shaped sign will have one sign per street frontage. The sign will not be illuminated.

We understand that the guidelines do not account for historic signage precedent at this property, the historic size, scale, and design of the complex, or the existing number of tenants. Therefore, an exception to the following guidelines is requested:

- *Number of signs.* According to the guidelines, each principal building entrance that faces a public street, or each ground floor principal use, whichever is less, is allowed two signs. There are two

ground floor principal uses at the property (see Sign Plan). At the south elevation, we understand that there is one principal building entrance and four existing signs (signs F, D, K, and M). The proposed sign N would bring the total number of signs at the south elevation to five. At the east elevation, we understand that there is one existing sign (sign I) and no principal entrances. The proposed signs L and O would bring the total number of signs at the east elevation to three. Due to the varying heights of the historic buildings at the complex, most of the signage counted towards the totals for the south and east elevations is not actually visible when viewed from Glenwood Avenue to the south or Lyndale Avenue to the east. (Specifically, signs F, D, and K are not visible from Glenwood Avenue, and sign I is not visible from Lyndale Avenue.) Additional signage at these elevations that provides visibility from adjacent streets is therefore appropriate. Additional signage is desired to provide tenants with a signage option, as there is currently no signage at the property for any of the property's 88 tenants. Furthermore, as explained above, the proposed new signage is based on historic precedent. Therefore, an exception to this requirement is requested.

Per the guidelines, only one sign per street frontage/principal building entrance can be illuminated. An exception to this requirement is requested to allow for two new illuminated signs (signs L and O) at the east elevation.

- *Wall signs.* Proposed new wall signs exceed the maximum permitted height and total square footage outlined in the guidelines. However, larger signage is necessary at this complex to be proportional to the scale and size of the historic buildings. As explained above, the sizes of these signs are based on historic precedent. Therefore, an exception to this requirement is requested.

(4) *The alteration is consistent with the applicable recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

Finding

The proposed new signage will follow the Secretary of the Interior's Standards for Rehabilitation:

1. *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

The use of the property is not changing.

2. *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

The materials and designs of proposed new wall and roof signage allow the historic industrial character of the property to be preserved. Signs will be installed in a manner that does not damage or obscure historic materials or features like window and door openings.

3. *Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken*

Proposed new wall and roof signage is based on historic precedent and is not conjectural.

5. *Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.*

Proposed new wall and roof signage will be installed into mortar joints or the roof deck to avoid damage to the building's historic masonry. Signage will not obscure decorative masonry, including the decorative masonry cornice.

9. *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

The proposed new wall and roof signs will not destroy historic materials. They are compatible with the massing, size and scale of the property while also differentiated as non-historic alterations through their simple, modern designs. The proposed new real estate (leasing) sign is simple in design and clearly differentiated as non-historic.

- (5) *The alteration is consistent with the spirit and intent of the preservation ordinance, the applicable policies of the comprehensive plan, and the applicable preservation policies in small area plans adopted by the city council.*

Finding

- **Preservation Ordinance**

The proposed scope of work will follow all applicable regulations of Title 23, Chapter 599 of the Minneapolis Code of Ordinances "Heritage Preservation."

- **Comprehensive Plan**

The proposed work is consistent with the City of Minneapolis 2040 Comprehensive Plan. Specifically, the proposed scope of work will encourage the continued adaptive reuse of an historic resource (Policy 93). By facilitating the continued occupation and reuse of the building, the proposed work will promote the economic benefits of preserving the city's historic resources and rehabilitation as a method of sustainable development (Policy 60). Applicable policies include:

Policy 93 Stewarding Historic Properties: Preserve, maintain and encourage the adaptive reuse of historic districts, landmarks, and historic resources, especially in locations that historically have experienced disinvestment.

Policy 60 Intrinsic Value of Properties: Increase the awareness, understanding, and appreciation of the economic and intrinsic value of older properties important to the city's heritage.

- **Relevant Small Area Plan**

There is no applicable small area plan for this property.

3.0 Historic Variances

The purpose of this application is to request historic variances to applicable zoning regulations for the proposed new signage. These include:

- The proposed new signage exceeds the maximum total allowed sign area for the primary east and south façades (see signage area summary table on S1.01, Sign Plan). *A variance for the maximum total allowed sign area is requested.*

- The proposed real estate (leasing) Sign P is classified as a monument sign. Because a monument sign already exists at the property, Sign P will exceed the maximum one monument sign per zoning lot. *A variance for the maximum number of monument signs permitted per site is requested.*

Written Statement of Applicable Findings

(1) That the variance is compatible with the preservation of the property and with other properties in the area

Finding:

These variances will promote the continued preservation and reuse of this historic landmark, as it will support occupation of the property by both existing and new tenants. The proposed new wall and roof signs for which a variance is required are compatible with the historic character of the property, as they are based on historic precedent.

(2) That the variance is necessary to alleviate practical difficulties due to special conditions or circumstances unique to the property and not created by the applicant.

Finding:

These variances are necessary to alleviate practical difficulties due to special conditions and circumstances unique to this property and not created by the applicant, including the size and scale of the complex, the large number of tenants, the size of the parcel, and the property's location and surrounding infrastructure.

- Though treated as one property under the zoning code, the IMS complex consists of five buildings constructed separately over a period of 11 years. The combined size of these buildings is such that additional signage over the maximum total allowed sign area is appropriate to the scale of the complex (see E.01 – E.03).
- A large number of tenants is necessary to the building's continued reuse and occupation, given its 332,436 square feet of rentable floor area. The property currently has 88 tenants, but no tenant signage at the exterior. An exception to the total maximum allowable signage is necessary to provide tenants with signage options and alleviate the practical difficulties of a large amount of floor area.
- The property's zoning lot includes not only the IMS complex but also the adjacent parking lot to the west and the area around the parking ramp to the north (see Attachment 7 showing parcel boundaries). Given the large size of the lot, two monument signs are appropriate to the property; a variance to the maximum number of monument signs is necessary to alleviate the practical difficulties of how the lot was platted.
- The property is located immediately adjacent to Interstate 94, which blocks views of the complex from some of the adjacent neighborhood streets (see E.17). An exception to the total maximum allowable signage is necessary to provide tenants with signage options that can be viewed from both the ground and the interstate.

EXISTING PHOTOGRAPHS



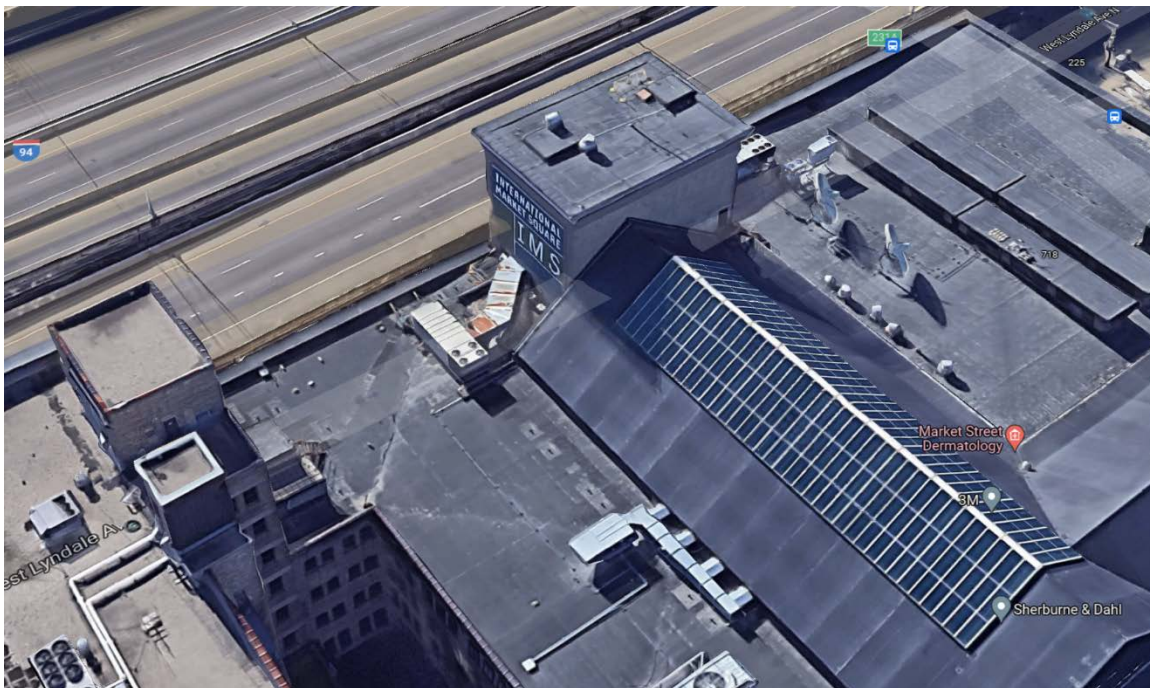
E.01 View of IMS, looking northeast, 2021. Photo courtesy of Google Maps.



E.02 View of IMS, looking northwest, c. 2021. Photo courtesy of Google Maps.



E.03 View of the north elevation of IMS, looking south, c. 2021. Photo courtesy of Google Maps.



E.04 View of IMS, looking southeast, c. 2021. Photo courtesy of Google Maps.



E.05 View of existing signage at tower at Building 7, looking northeast, August 2019. Photo courtesy of Eagle Ridge.



E.06 View of existing signs B and C at the west elevation of Building 5, looking northeast, August 2019.
Courtesy of Eagle Ridge Partners.



E.07 View of existing monument sign A, looking west, February 2022. Courtesy of Eagle Ridge Partners.



E.08 View of south elevations of Buildings 4 and 6, looking north, January 2022. Courtesy of Eagle Ridge Partners.



E.09 Photo of existing sign M above the south entrance to Building 4, looking north, February 2022. Courtesy of Eagle Ridge Partners.



E.10 View of the southeast corner of Building 6, looking northwest, January 2022. Photo courtesy of Eagle Ridge.



E.11 View of east elevation of Building 6, looking west, February 2022. Courtesy of Eagle Ridge Partners.



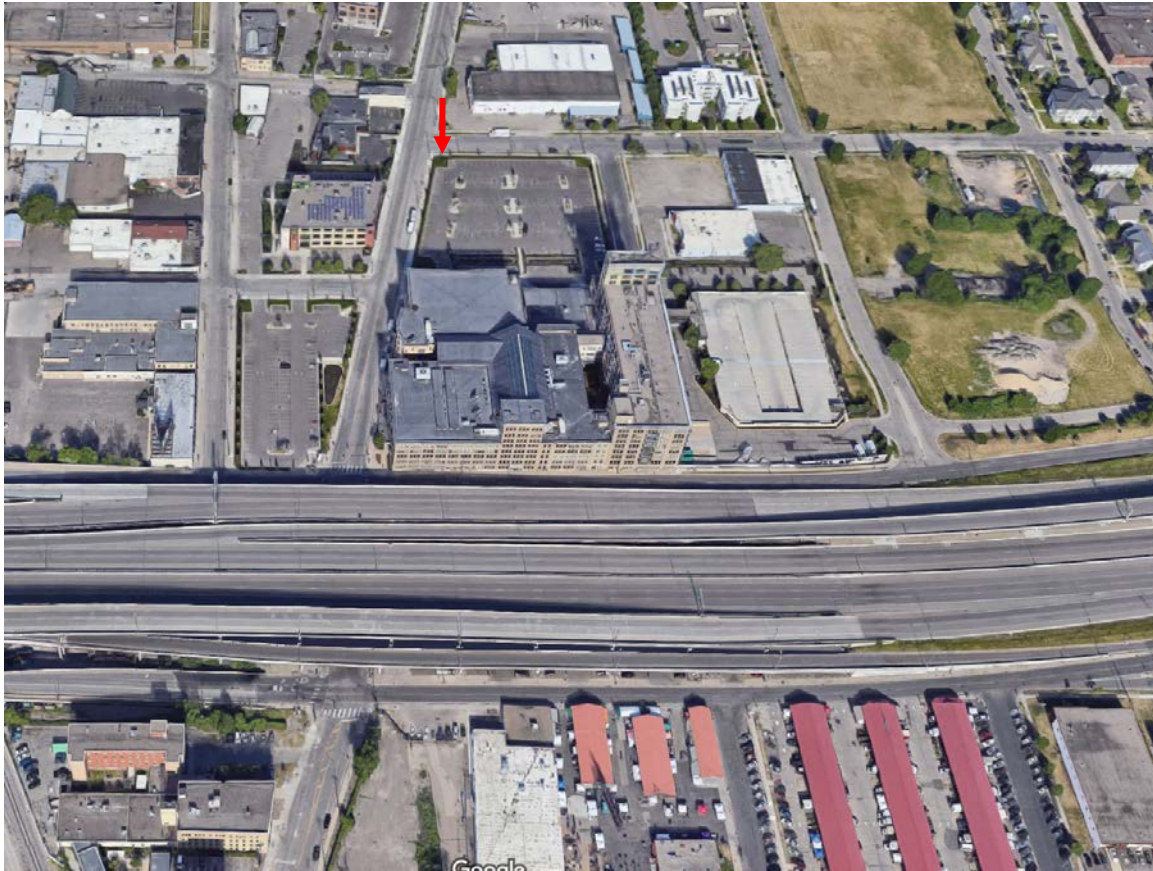
E.12 View of east elevation of Buildings 6, 1, and 7, looking northwest, July 2021. Photo courtesy of Google Maps.



E.13 View of sign Q, looking north, February 2022. Courtesy of Eagle Ridge Partners.

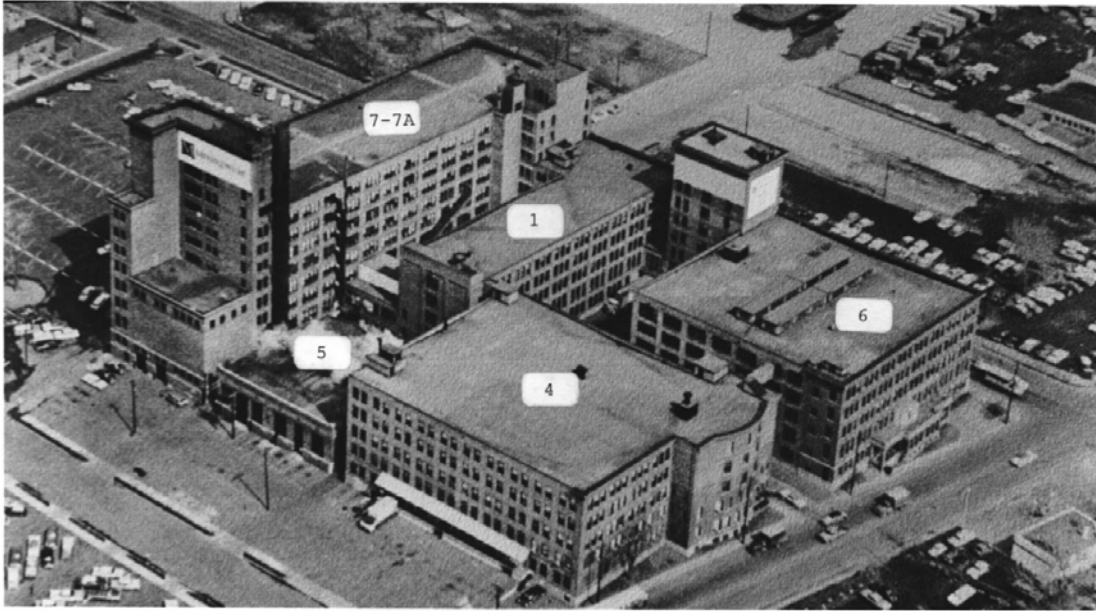


E.14 View of sign R, looking northeast, February 2022. Courtesy of Eagle Ridge Partners.



E.15 Aerial view of IMS, looking west, c. 2022. Proposed location of real estate/leasing sign P is shown with a red arrow. Courtesy of Google Maps.

HISTORIC PHOTOGRAPHS



H.01 View of IMS, looking northeast, 1960. Photo taken from Munsingwear Plant NRHP nomination.



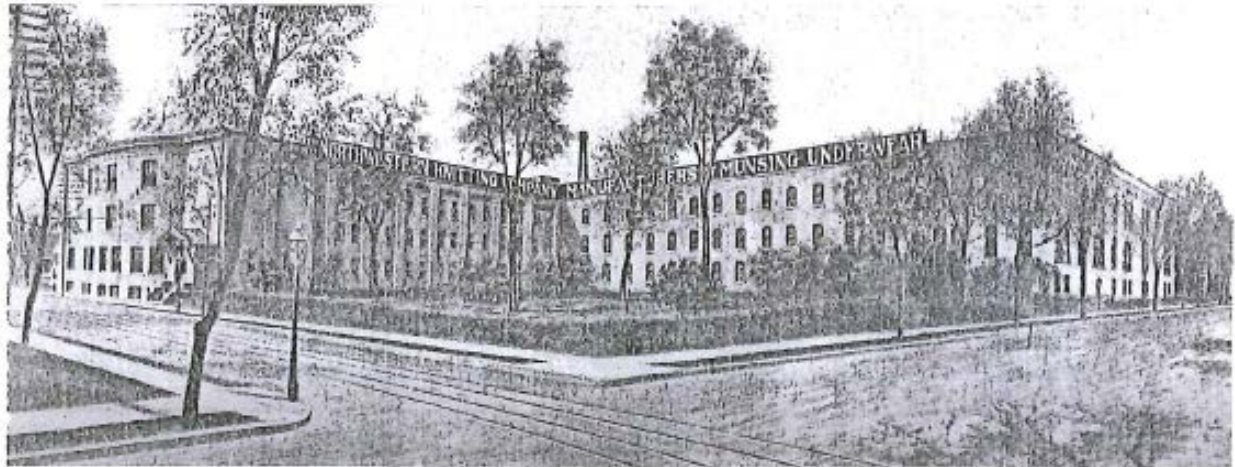
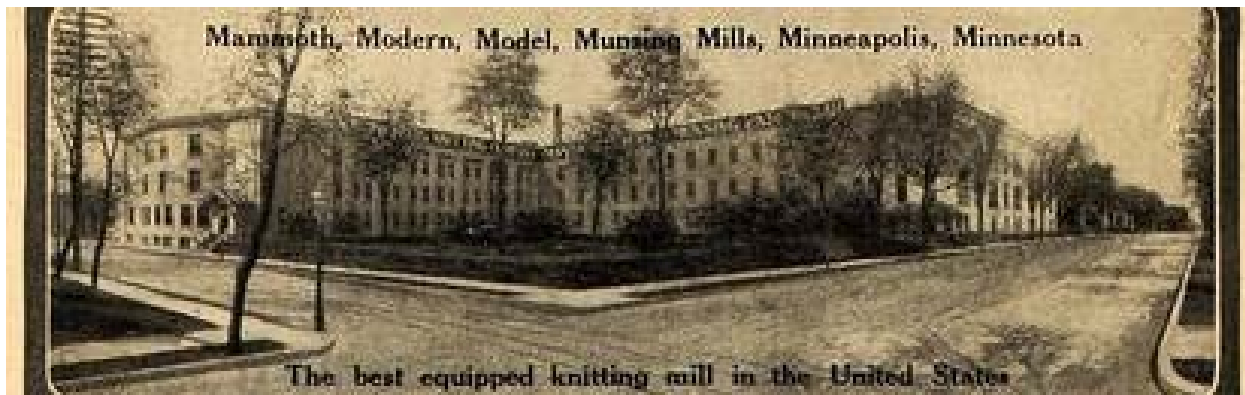
H.02 View of IMS, looking northwest, 1921. Photo courtesy of the Minnesota Historical Society.



H.03 View of the north elevation of IMS, looking south, 1982. Photo taken from Munsingwear Plant NRHP nomination.



H.04 View from roof of IMS, looking southeast, c. 1925. Photo courtesy of the Minnesota Historical Society.



H.05 Rooftop signs at the east elevation of Building 4 and south elevation of Building 1 (prior to the construction of Building 6), looking northwest, c. 1906 – 1910. Photos courtesy of the Minnesota Historical Society.



H.06 View of wall signs at the south elevation of Building 4, looking north, 1983. Photo taken from Munsingwear Plant NRHP nomination.



H.07 Close-up view of wall signs at the south elevation of Building 4, looking north, 1983. Red arrows indicate locations of signage. Photo taken from Munsingwear Plant NRHP nomination.



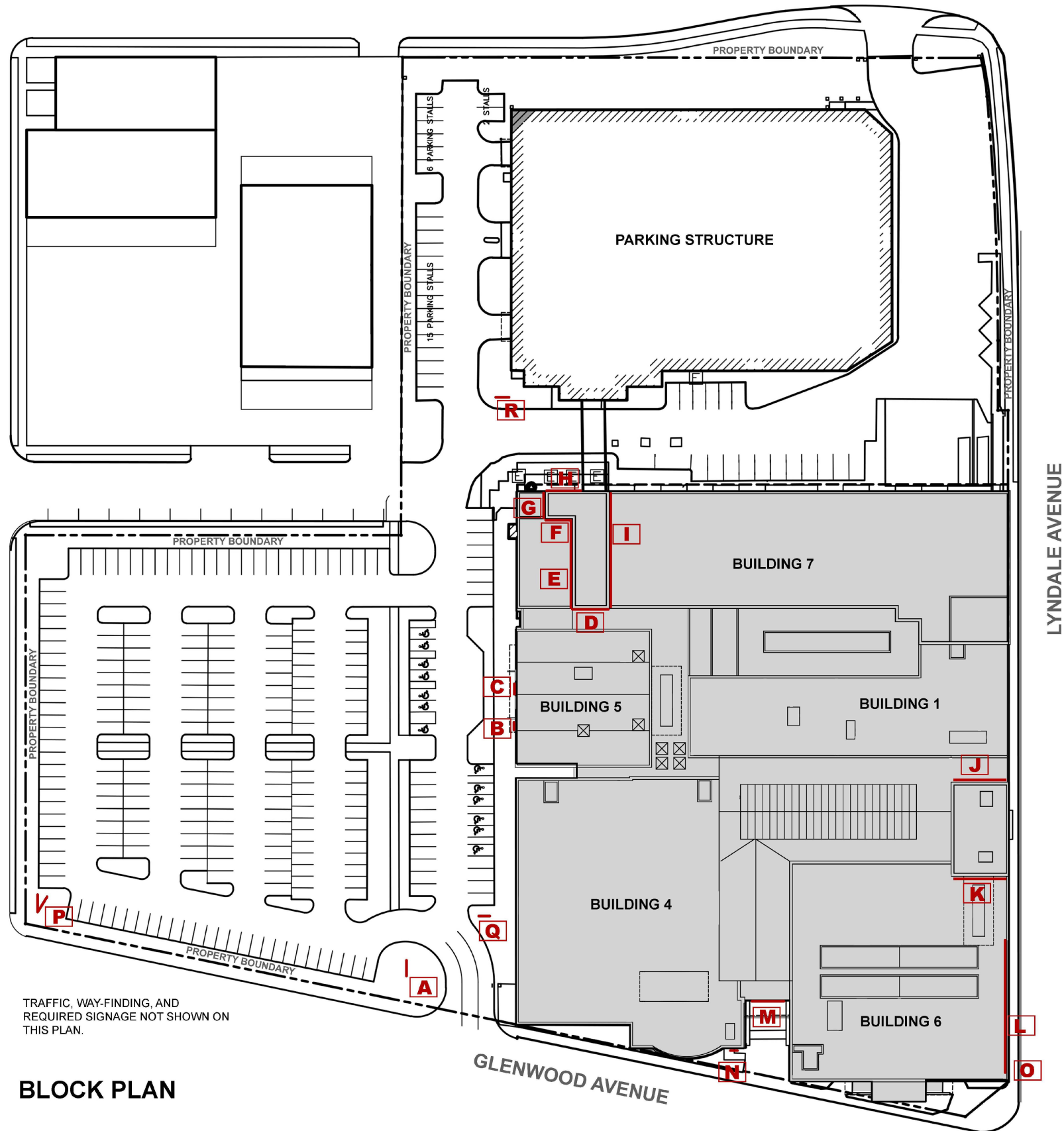
H.08 View of wall sign at the southeast corner Building 6, looking northwest, 1942. Photo courtesy of the Minnesota Historical Society.

NORTHWESTERN KNITTING COMPANY/MUNSINGWEAR PLANT (INTERNATIONAL MARKET SQUARE) – Exterior Signage Master Plan Table

SIGN ID LETTER	EXISTING/ PROPOSED	TYPE	LOCATION	SQUARE FOOTAGE	DIMENSIONS	MATERIALS	ILLUMINATION	INSTALLATION	MESSAGE
A	Existing	Monument sign (building signage)	Along Glenwood Avenue at parking lot entrance	Approx. 64 sf (each sign face)	5’-4” W x 12’-0”H	Metal	Internal	N/A	“IMS Offices Design Center Lofts 275 Market Street”
B	Existing	Wall sign (building signage)	Building 5, west elevation at primary entrance	8 sf	4’-0” W x 2’-0” H	Metal plaque	None	Wall mounted	“Cornerstone of the Creative Corridor”
C	Existing	Wall sign (building signage)	Building 5, west elevation at primary entrance	6 sf	3’-0” W x 2’-0” H	Metal plaque	None	Wall mounted	“275”
D	Existing	Wall sign (building signage)	Building 7, south elevation of tower	192 sf	--	Painted wall sign	None	N/A	“IMS”
E	Existing	Wall sign (building signage)	Building 7, west elevation of tower	460 sf	--	Painted wall sign	None	N/A	“International Market Square”
F	Existing	Wall sign (building signage)	Building 7, south elevation of tower	144 sf	--	Painted wall sign	None	N/A	“IMS”
G	Existing	Wall sign (building signage)	Building 7, west elevation of tower	225 sf	--	Painted wall sign	None	N/A	“IMS”
H	Existing	Wall sign (building signage)	Building 7, north elevation of tower	442 sf	--	Painted wall sign	None	N/A	“IMS Design Center”
I	Existing	Wall sign (building signage)	Building 7, east elevation of tower	584 sf	--	Painted wall sign	None	N/A	“International Market Square”
J	Existing	Wall sign (building signage)	Building 1, north elevation of tower	524 sf	--	Painted wall sign	None	N/A	“International Market Square IMS”

K	Existing	Wall sign (building signage)	Building 1, south elevation of tower	524 sf	--	Painted wall sign	None	N/A	“International Market Square IMS”
L	Proposed	Roof sign (tenant signage)	Building 6, east elevation, installed above roof line	180 sf	36'-0" W x 5'-0" H	Individual letters with aluminum cabinets and translucent faces	Internal	Mounted to roof deck via a steel mounting frame on curb	To Be Determined
M	Existing	Wall sign (building signage)	Building 4, south elevation at entrance	14 sf	22'-0" W x 8" H	Individual metal letters	None	Wall-mounted	“International Market Square”
N	Proposed	Wall sign (tenant signage)	Building 4, south elevation	112 sf	4'-0" W x 28'-0" H	Aluminum frame and routed aluminum face with optional “push- thru’s” with translucent faces	Internal	Mounted to wall through mortar joints	To Be Determined
O	Proposed	Wall sign (tenant signage)	Building 6, east elevation	120 sf	4'-0" W x 30'-0" H	Aluminum frame and routed aluminum face with optional “push- thru’s” with translucent faces	Internal	Mounted to wall through mortar joints	To Be Determined
P	Proposed	Freestanding, two-sided leasing sign	Intersection of Glenwood Avenue and Bryant Avenue North	32 sf (each sign face)	8'-0" W x 4'-0" H (each sign face) 6'-0' from ground to top of sign	Alumacore panels with vinyl graphics installed on wood posts	None	N/A	To Be Determined (see 2/S2.01 for sample text)
Q	Existing	Freestanding, two-sided directional sign	Near southeast corner of parking lot	11 sf	2'-2" W x 5'-0" H	Metal	Internal	N/A	“West Parking Lot Design Center & Offices Lofts Ramp Parkin Shipping & Receiving”
R	Existing	Freestanding, two-sided directional sign	At southwest corner of parking ramp	11 sf (each sign face)	2'-2" W x 5'-0" H	Metal	Internal	N/A	“Ramp Entry Loft Resident Parking Shipping & Receiving North Exit”

BRYANT AVENUE NORTH



TRAFFIC, WAY-FINDING, AND
REQUIRED SIGNAGE NOT SHOWN ON
THIS PLAN.

BLOCK PLAN



LYNDALE AVENUE

INTERSTATE 94 [ELEVATED]

SUMMARY OF SIGNAGE ELEMENTS IN THE SIGN PLAN

A	5'-4"W x 12'-0"H METAL MONUMENT SIGN	EXISTING
B	4'-0"W x 2'-0"H BRONZE PLAQUE SIGNAGE	EXISTING
C	3'-0"W x 2'-0"H BRONZE PLAQUE SIGNAGE	EXISTING
D	192 SF - PAINTED WALL SIGN	EXISTING
E	460 SF - PAINTED WALL SIGN	EXISTING
F	144 SF - PAINTED WALL SIGN	EXISTING
G	225 SF - PAINTED WALL SIGN	EXISTING
H	442 SF - PAINTED WALL SIGN	EXISTING
I	584 SF - PAINTED WALL SIGN	EXISTING
J	524 SF - PAINTED WALL SIGN	EXISTING
K	524 SF - PAINTED WALL SIGN	EXISTING
L	36"W x 5'-0"H ROOF SIGN [180 S.F.]	NEW - SEE ATTACHED ELEVATION
M	22'-0"W x 8"H INDIVIDUAL METAL LETTERS [14 S.F.]	EXISTING
N	4'-0"W x 28'-0"H VERITCAL SIGN [112 S.F.]	NEW - SEE ATTACHED ELEVATION
O	4'-0"W x 30'-0"H VERTICAL SIGN [120 S.F.]	NEW - SEE ATTACHED ELEVATION
P	8'-0"W x 4'-0"H V-SHAPED TWO-SIDED LEASING SIGN 6'-0" HIGH [32 S.F.]	NEW
Q	2'-2"W x 5'-0"H DIRECTIONAL SIGNAGE [11 S.F.]	EXISTING
R	2'-2"W x 5'-0"H DIRECTIONAL SIGNAGE [11 S.F.]	EXISTING

SIGNAGE AREA SUMMARY TABLE

ELEVATION	PRIMARY WALL LENGTH	EXISTING SIGNAGE AREA	PROPOSED SIGNAGE AREA
SOUTH	340 L.F.	874 S.F.	986 S.F. ¹
EAST	408 L.F.	584 S.F.	884 S.F. ²
NORTH	340 L.F.	966 S.F.	NO CHANGE
WEST	366 L.F.	699 S.F.	NO CHANGE

1. EXISTING TOTAL SOUTH FACING SIGNAGE ELEMENTS, PLUS PROPOSED ADDITION OF VERTICAL SIGN 'N' NEAR MAIN SOUTH ENTRANCE.
2. EXISTING TOTAL EAST FACING SIGNAGE ELEMENTS, PLUS PROPOSED ADDITION OF ROOF SIGN 'L', AND VERTICAL PROJECTING SIGN 'O'.

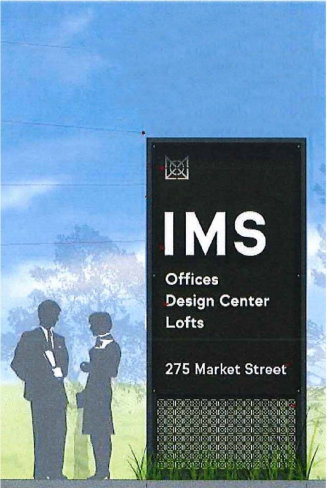


IMS

275 MARKET STREET
MINNEAPOLIS, MINNESOTA
55405

MARCH 15, 2022

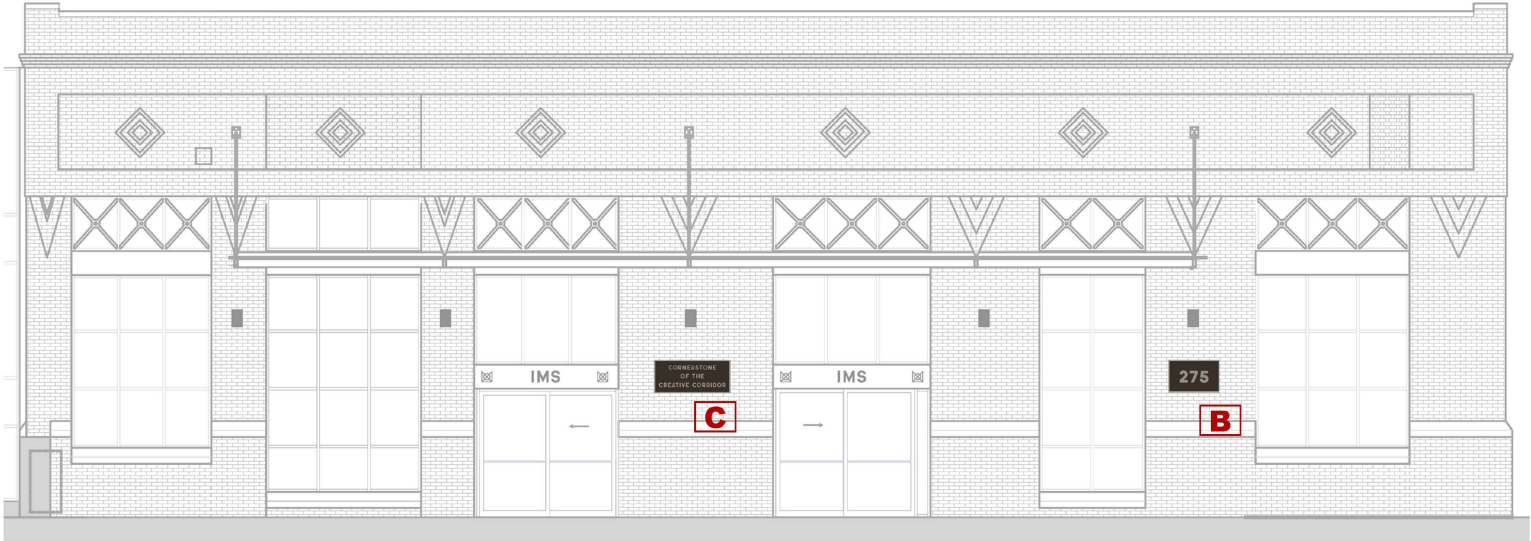
MONUMENT SIGN



A



Q R



ENTRANCE ELEVATION



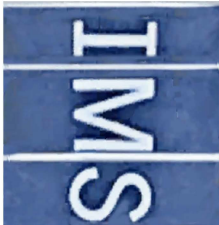
D



E



F



G



H



I

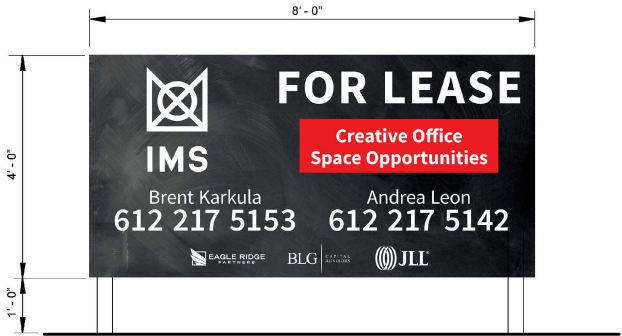


J K



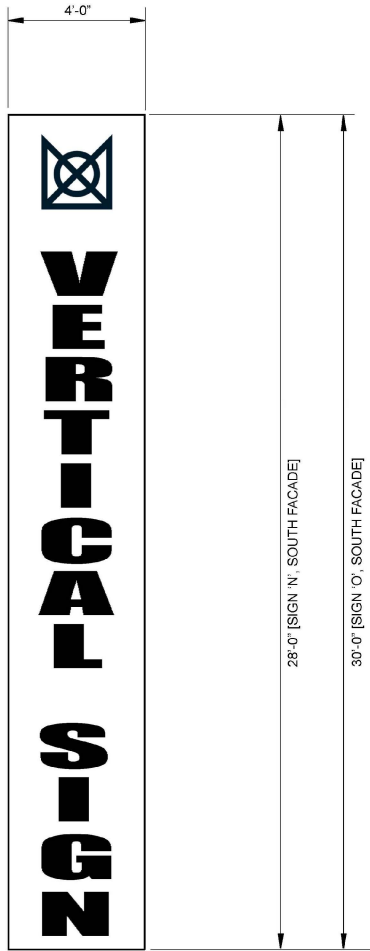
M

SIGN 'P'
ALUMACORE PANELS WITH VINYL GRAPHICS AND WOOD POSTS
TWO-SIDED, V-SHAPED SIGN LOCATED PER SITE PLAN
32 S.F., 5' - 0" TOTAL HEIGHT



2
\$2.01

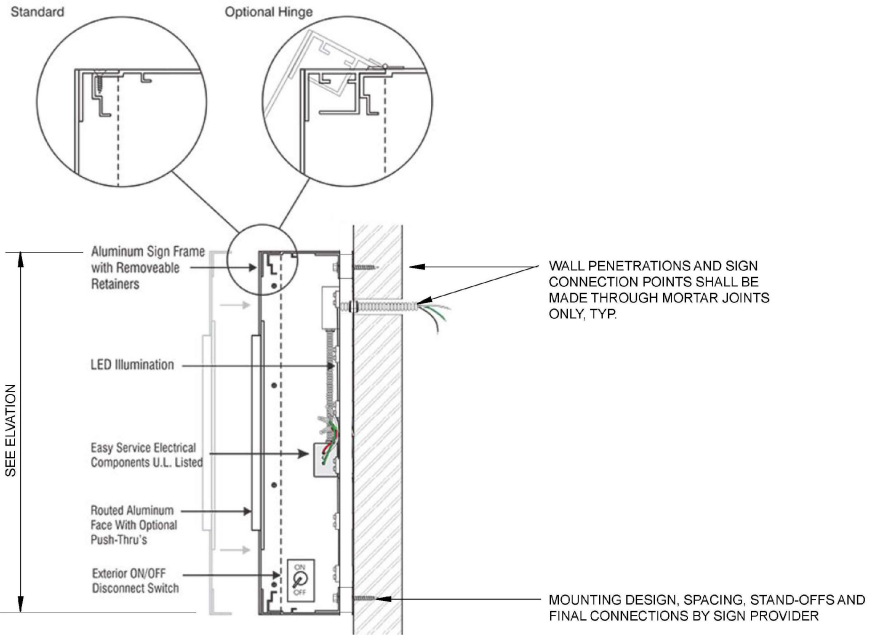
PROPOSED LEASING SIGN - SIGN 'P'
DRAWING NOT TO SCALE



REFER TO SHEET S3.01 FOR
EAST BUILDING ELEVATION AND VERTICAL
WALL SIGN 'O' LOCATION

3
\$2.01

NEW PROPOSED WALL SIGNS - SIGN 'N' AND SIGN 'O'
DRAWING NOT TO SCALE



4
\$2.01

NEW PROPOSED WALL SIGNS MOUNTING DETAIL
DRAWING NOT TO SCALE

1
\$2.01

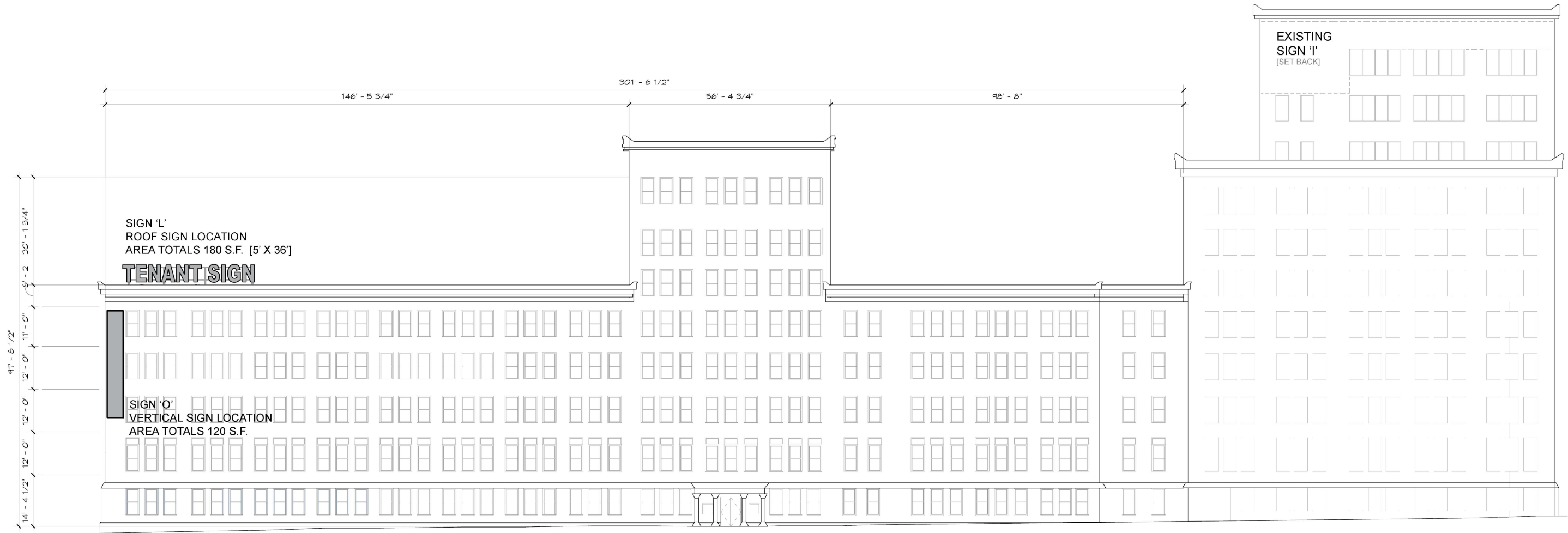
EXISTING SIGN ELEVATIONS
DRAWING NOT TO SCALE



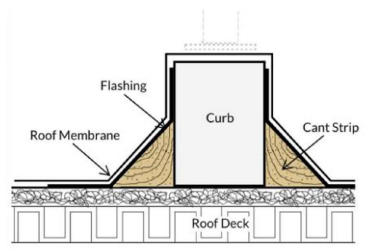
IMS

275 MARKET STREET
MINNEAPOLIS, MINNESOTA
55405

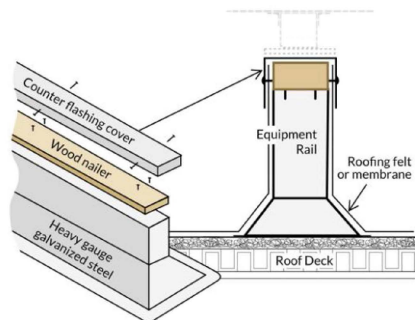
MARCH 15, 2022



1 EXISTING EAST BUILDING ELEVATION - LYNDALE AVENUE FACADE
DRAWING NOT TO SCALE

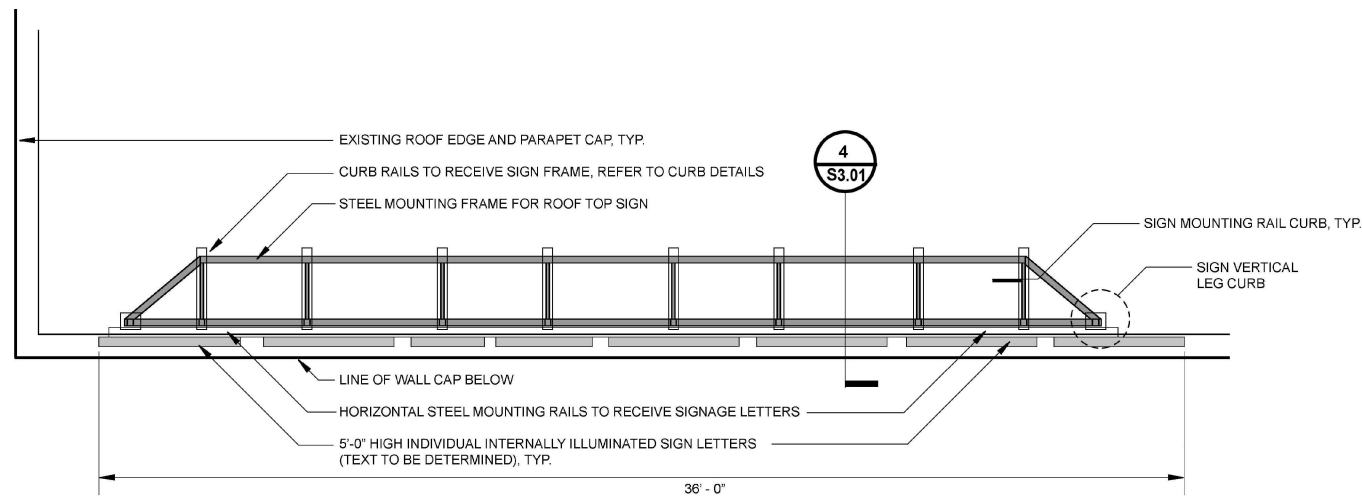


SIGN VERTICAL LEG CURB

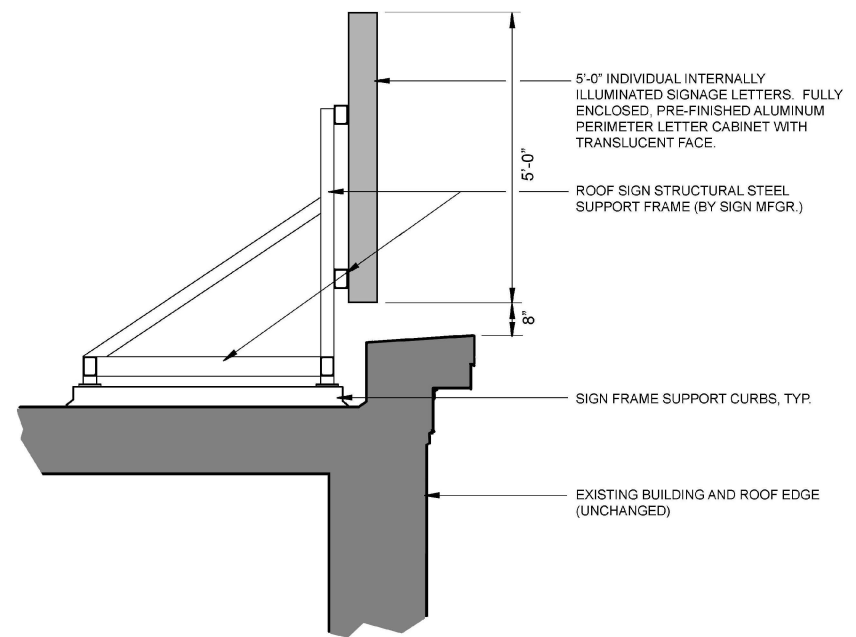


SIGN MOUNTING RAIL CURB

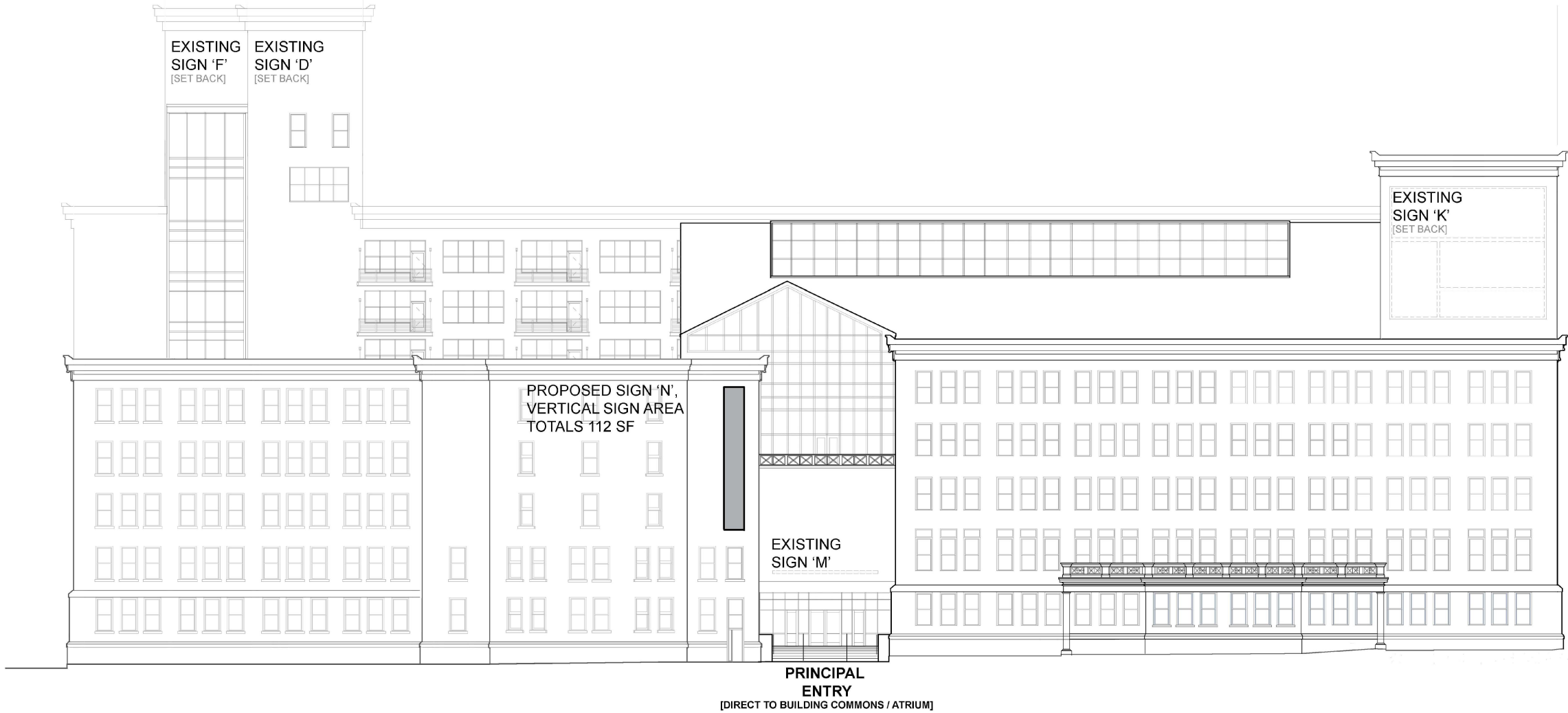
2 SIGN 'L' ROOF FRAME CURB DETAILS
DRAWING NOT TO SCALE



3 SIGN 'L' LOCATION ROOF PLAN AND MOUNTING FRAME
DRAWING NOT TO SCALE



4 SIGN 'L' MOUNTING SECTION
DRAWING NOT TO SCALE



1
S4.01

EXISTING SOUTH BUILDING ELEVATION - GLENWOOD AVENUE FACADE
DRAWING NOT TO SCALE



IMS

275 MARKET STREET
MINNEAPOLIS, MINNESOTA
55405

MARCH 15, 2022



IMS

275 MARKET STREET
MINNEAPOLIS, MINNESOTA
55405

MARCH 15, 2022



PRINCIPAL
ENTRY
[DIRECT TO BUILDING COMMONS / LOBBY]



EXISTING WEST BUILDING ELEVATION - PRIMARY ENTRANCE FACADE

DRAWING NOT TO SCALE



IMS

275 MARKET STREET
MINNEAPOLIS, MINNESOTA
55405

MARCH 15, 2022

SECONDARY ENTRY
EMERGENCY
EXIT

SERVICE
ENTRY

EMERGENCY
EXIT

EMERGENCY
EXIT

PRIMARY
BUILDING
ENTRANCE

WEST GLENWOOD
PARKING LOT

PRIMARY
BUILDING
ENTRANCE

INTERSTATE 94 [ELEVATED]

LYNDALE AVENUE

GLENWOOD AVENUE

- SHOWROOM / MERCANTILE TENANT SPACES
- HOSPITALITY, FOOD PREPARATION, DINING, MEETING AND EVENT SPACES
- BUILDING COMMON AREAS, SHARED AMENITIES, CORE AREAS, SUPPORT FUNCTIONS AND ACCESSORY USES





March 31, 2022

Lisa Peterson, Director
Eagle Ridge Partners
275 Market Street, Suite 184
Minneapolis, MN 55405

Letter of Support: International Market Square Master Signage Plan

On March 23, 2022, Lisa Peterson, Director, Eagle Ridge Partners, presented a master signage plan for International Market Square to the Planning and Zoning Committee of the North Loop Neighborhood Association. Although the property, located at 275 Market Street, is outside North Loop Neighborhood boundaries, the Minneapolis historic preservation application process requires that notification letters be sent to all adjacent and bordering neighborhood groups for their comment.

As proposed, the signage plan calls for retaining 14 existing building signs and installing 4 new signs for building or tenant use. According to project developers, the expanded signage could help current tenants, many of which are small, independent businesses, attract and retain customers as well as helping to attract future tenants to the building.

On March 23, 2022, the Planning and Zoning Committee passed a Motion of Support for the International Market Square Master Signage Plan. On March 30, 2022, the North Loop Neighborhood Association ratified the Planning and Zoning Committee's deliberation.

Sincerely,

North Loop Neighborhood Association

Mollie Scozzari

Mollie Scozzari, Co-Chair
Planning and Zoning Committee
North Loop Neighborhood Association